

## Silks at Half Price and Less.

We are not holding anything or any kind of Silks in reserve for full price in future. All that is here is on sale. There is to be a complete new showing for the spring season. Such buying opportunity can come but once a year, as it involves a loss of hundreds, yes, thousands of dollars.

### Table 1.—\$1.50 and \$1.50 Silks, \$1.

On this table you will find Rustling Taffeta, 88 inches wide, finest crew black; Black Satin Luxor; Black Mire Renaissance; Novelty Silks in pompadour effects; Novelty Crepe de Chine, panne finish, and others.

### Table 2.—\$1.25 and \$1.35 Silks, 75c.

This table consists of handsome Silks in Shirt-Waist Suit effects; White and Colored Messalines; 36-inch Black Taffeta, lustrous finish; Black Grenadine, 45 inches wide; exquisite Novelty Plaids and lots of other styles.

### Table 3.—\$1 and \$1.19 Silks, 50c.

In this lot you will find Stripe Grenadine; White, and Colored; Pail de Cygne; Colored Pongee in light and dark colorings; Fancy Taffeta and Lousines; Hand-Made White Japanese; 27-inch Black Beau de Soie; Embroidered Mire Velours, etc.

### Table 4.—75c and 85c Silks, 35c.

Fancy Taffetas in suitable styles for Shirt-Waist Suits; Pure Silk Black Rustling Taffeta; Black Duchess Satin; Solid Colored Pure Silk Taffetas; 36-inch Colored China Silk; Bath-Face Figured Foulard, etc.

## It's Time for Dress Goods Buying.

Reduction prices on all the hundreds of pieces on hand. The choicest of the new spring fabrics. It's the combination sale for Woolen Dress Goods of the year.

### Colored Goods.

Dress Goods at 20c, include solid, fancy and almost every sort of all wool fabric that was 50c. Some of the 80c and 95c All Wool Fabrics are 65c. A counterful at this price, including the silk warp.

\$1.40, \$1.50 and \$1.65 Dress Goods are \$1.

Among the new spring fabrics are the most beautiful shades of gray at 50c, \$1.50 and \$1.60.

### Black Goods.

Among the finer Black Fabrics are Voiles that are worth \$1, for 50c.

90c Crepe Cloth for 50c.

All Wool Henrietta, 50c quality, 30c.

\$1 Storm Serges for 65c.

All Wool 54-inch Serges, \$1.

\$1.19 Silk Warp Henrietta, 75c.

There are many other price wonders in this splendid stock of Black Goods.

## These Linen Prices Are for Monday.

The department has been given a larger space in rear of right aisle.

Heavy 88c Unbleached Linen Damask, 50c.

Full Bleached Prettiest \$1 Linen we ever saw, double weight, 75c a yard.

\$1.50 Linen Damask, 2 yards wide, \$1 a yard.

Dinner Napkins we have never sold under \$1.25, full 25 inches, double damask, in beautiful designs, \$3 a dozen.

\$1.50 Linen Dinner Napkins, \$1.25 a dozen.

Largest and finest Mercerized Bleached Damask, Imported Dinner Napkins, in all appearance and wear equal to \$1 ones, 200 dozen Monday, \$1.50 a dozen.

Smaller Mercerized Napkins are 70c and \$1 a dozen.

Usual Double-Thread Bleached Turkish Bath Towels, that sell for 55c, are 10c.

Large White Absorbent Cotton Towels, 1 1/2 yards long, 10c.

American Huck Towels—red borders—over a yard long, 8c.

Ready Hemmed Sanitary Birdseye Diaper, in all widths, 18-inch size, 9 1/4-c each and proportionally for all the sizes.

### For Boys.

Why not fit them out at the closing half-price time. We have to turn them out to get a new stock for the season to come.

\$5.75 Suits are \$3.75.

\$3.48 Suits are \$2.25.

50c Trousers are 35c.

Waists, Shirts, Caps, for boys; all at such reductions.

## New Cotton Fabrics.

The first floor is filled with them; there is a double space allotted to them; and more than double the quantity heretofore shown—all the new fabrics, with these special prices:

35c Egyptian Tissues, in plaids and stripes, new effects, 10c a yard.

Organdies, in all the various large and small designs, 8 3/4-c a yard.

Mercerized Walings—look like silk—plain or fancy colored effects; Monday's price, 25c and 35c; some are worth to \$1.

Fine English Cambric—after the order of Percale in printing—25c the usual price; a counterful, 10 1/2-c a yard.

Double-Width Glasgow White Linen-Finish Suits, 8 3/4-c a yard.

Mercerized Satines—some look like silk—solid color, of blue, green, brown and black, a purchase of goods that sold to 35c, for 9 3/4-c a yard.

Flannelette for negligee wear, woven coloring, 10c value, for 6 1/4-c.

New Spring Dress Gingham, best and latest 12 1/2-c values, for 10c.

New Flannelette, New Gingham and New Percales—a full and complete stock of all the very latest fabrics.

### For Men.

Men's 50c Night Shirts for 35c.

Men's Split Foot Half Hose, 10c a pair.

Men's 50c Four-In-Hands, 12 1/2-c.

Men's 50c to 75c Knit Underwear, 35c.

25c Windsor Scarfs for 12 1/2-c.

And so for nearly all and everything in stock.

## Come to the Sale on the Second Floor.

THE GARMENT STORE.—The one feature of the sale is that you can buy garments for half or even a fourth of what they were. Cohen's Store doesn't show the same garments the second season. These few to denote the chances for those that come at once:

### Sale of Fine Coats.

\$35 for \$20. Coats \$40 for \$25 Coats \$10 and \$25.50 for \$20 and \$25 Coats.

2000 Furless Lamb Coats for \$25.

Girls Coats—36-inch Coats, were \$25 and \$31, best styles of the season for \$19 and \$22.50.

\$20 and \$25 Long Coats, Coats for \$8.50.

Manish Mixtures and Kersey Coats, were \$16 and \$21 are 85c to \$7.

Thin Coats—Regular \$13.98 Best Waterproof Coats of the season to be sold for \$6.50.

\$12.50 to \$20 Rain Coats to be sold for \$5 to \$12.

Misses' and Children's Coats, were \$6.50 to \$11; price now, \$4.50 to \$7.50. Such prices are the only thing that will get rid of the stock.

Buy Dresses.—Any Dress that we have at your own price.

\$50 and \$60 Dresses at \$27.50.

\$35 and \$50 Dresses for \$15.

\$25 to \$17.50 Dresses, \$8 and \$10.

Full Length Flannelette Kimonos, were \$1.25, to be sold for 75c.

Short Kimonos and Wrappers at closing-out prices, as we need a new stock soon.

### The Shirt-Waist

You want now; the right sort, too. White muslin, white lace or net, linen, silk, all of them recently bought, and now closing out time.

See the Pretty White Lawn Waists, perfectly tailored and elaborately embroidered, for less than the cost of materials—the price, 50c.

Handsome Silk and Net Waists, in white or black, were \$11, \$12.50 and \$14; the price, \$8.50.

Handsome White and Black Silk Waists, prettiest styles of the season, at \$6.50, most perfectly tailored we have ever sold at that price; choice, \$3.98.

Tailored Silk Waists, black and colors, were \$5.50 and \$5.75, are priced \$2.50 and \$3.98.

White Lawn and Linen Waists, pretty styles, including the new Lingerie, just about half price, all in perfect order; price, 50c to \$1.50.

### Sorting Out Corset Stock

About half price for all the odd lots that have accumulated, and are not to be reordered; some six hundred all told.

75c Corsets for 50c.

\$4.50 and \$5 Corsets for \$2.50.

\$1.50 to \$2 Corsets for 98c, and so for all.

### That Infant Department.

It's a worry and a loss to carry over so many; we take the loss at once.

300 Children's Coats at half price; the prettiest styles of this season; Bearskin, Ripple Plush, Velvet and all kinds of materials; were \$1.50 to \$1.75; will be sold for \$2.50 to \$3.

400 Silk Caps, our entire stock, that sold up to \$1, on a counter Monday for 35c each.

Flannelette Skirts, nicely made, 12c.

Bedford-Cord Coats, were \$3.50, for \$2.

250 Children Drawers Bodies, all sizes, for 25c and 10c each.

### Stamping for One-Half

for the dull season. One of the largest assortment of patterns to be seen in town.

Sale of linen pieces, scarf and shams, Mexican border, with open hemstitching, were 50c, for 30c.

Center pieces and tray cloths at the remarkable prices of 10c and 25c.

## Boys' \$6.50 Overcoats, \$3.98.

This clothing was the best in the city at the prices, but lots are broken and their season is past, hence these prices:

Boys' \$6.50 Overcoats, in Buster Brown and Russian blouse styles, grey and brown mixtures of Cheviot and plaid trimming, for \$3.98.

\$5.50 Overcoats for \$2.98.

\$4.48 Oxford Grey and Manish Mixtures Overcoats, with removable belt, \$2.25.

\$3.50 Overcoats, Russian blouse and swaggar style, in solid and mixed Cheviots, \$1.98.

\$2.50 Overcoats, \$1.40.

All the Velvet Suits in Russian and Sailor blouse styles, that sold for \$4.50 and \$6.50, will close out for \$3 and \$4.98 each.

\$2.98 and \$3.98 Norfolk and Sailor Blouse Suits, in Solid Serges and Mixtures of Cheviot, will be \$2.25.

30c Corduroy Trousers, 10c.

## The Buying Possibilities at Cohen's Store

have never before had their equal in January. It is of twofold importance.

### The Hundreds of Packages of New Goods for the New Store

The Thousands of Wanted Goods at

## The Annual Reduction Sale.

Prices that in all the many departments have never been known before. Not an opportunity to serve well is allowed to sleep.

### The 1906 Sale of White

has excited more comment for its immensity and superiority of merchandise than anything the store has ever attempted.

All the prices given below are for quick exit rather than an index of what is on sale.

## A Third Floor Sale.

The Carpet and Curtain sale that usually cleans up the overstocks left on hand will take place Monday and the week following. There are hundreds of Lace and Heavy Curtains, hundreds of rolls of Carpets, Rugs, Druggets and all sorts of things.

For fuller details as to prices, etc., see the Monday afternoon and Tuesday morning papers.

## There Was Never Such a Lot of Embroidery.

Most beautiful new designs of the fashionable and wanted widths. This coming season requires flounces for almost every dress and skirt. Hundreds of kinds and thousands and thousands of yards.

14 to 22 inch widths; the wholesale price at present is 60 per cent. more than our retail price. This means quick buying.

Several thousand yards of the Handsomest Inserting, 6 to 12 inches wide, 25c to 50c a yard.

Thousands of yards of Flouncing, up to 22 inches wide, a choice of any, 25c a yard.

Another lot which, at a most extravagant bargain time does not sell under 25c, are 10c and 10c a yard.

10c and 12c Embroideries, 5c and 7c.

See the wide Embroideries at 12 1/2-c and the All-over Embroideries at 60c.

Among the All-over Embroidery will be found the most exquisite designs, such as English Eyelet, Madeira, Batiste, and others. These goods regularly would sell for \$2.50; they have come to us to sell at 98c a yard.

## Jewelry Free to Every Customer.

Every purchase of 25c or more entitles you to a ticket which can be exchanged for a piece of jewelry.

If you so desire, you can keep your tickets until you get \$5, \$10 or more, and get a present finer in proportion. It is absolutely free, and no red tape necessary. The cashier gives you the ticket, which will be redeemed by our gold wire worker on main floor.

This offer good only this week.

## The Prices Applied to Pearl Buttons

would tend to make one believe that they were washed ashore by the ocean as pebbles. Pearl Buttons are staple as gold dollars. We bought these several thousand gross at almost nothing by chance. It's your button chance for the season.

3c to 5c Pearl Buttons, 1c a dozen.

Card of 3 dozen Pearl Buttons, usually sell at 15c, for 5c.

Shirt Buttons, 2 1/2-c a dozen.

Large lot of 2 and 4 hole Buttons, various sizes, for dresses, etc., costing to 15c, for 5c a dozen.

3-4 Pearl Bullet Buttons, cost wholesale \$2.40 gross, will be 10c a dozen.

Large Pearl Buttons that sell to 38c, half a dozen on a card, for 5c.

## A Gold Vein in Ribbons

was struck by our buyer a few days ago. Past history has no such prices on record. The Ribbons are all the most desirable widths and colors; in all, some 220 cartons; ready Monday morning.

25c Liberty Satin Ribbons, in all colors, 12 1/2-c.

50-yard Narrow Spool Ribbons, usually 50c, all colors, 18c a spool.

250 pieces of All Silk Taffeta Ribbons, in all colors; worth double, for 9c a yard.

Fancy and Gilt Ribbons, sold from 35c to 42c, for 19c a yard.

Black Taffeta Bash Ribbons, 5 inches wide, 10c.

Satin Ribbons of every color, 10c a yard—a bargain.

1400 yards of All Silk Taffeta Ribbons, special 15c a yard.

## 25c to 50c Belts 10c.

2,500 Women's Silk and other Belts, black and colors; were 25c, 35c and 50c, to be sold out Monday, 10c each.

## 59c Bags 32c.

420 Leather Wrist Bags, bought to sell at 50c and 59c. The shipment came after instead of before Xmas.

The lot contains almost every shade. Selling price Monday, 32c each.

## Special Sale of White Goods.

Manufacturers have shipped them to help us out—goods that you would look for in June and July—at prices you could not attempt to get under ordinary conditions.

Thin White Walings, with mercerized embroidered figure, a fabric that would sell ordinarily at 38c; opening price, 25c a yard.

Highest grade Embroidered Dot India Lawns, the only dotted muslin that launders equal to new; price, 10c a yard.

India Batiste, 40 inches wide; 10c will be the price hereafter; special Monday price, 12 1/2-c.

Fine Straight Cord Piques, sold last season at 25c and 35c; for those who desire to make up for summer wear the price now 15c.

Dotted Swiss, in all the various styles, including the large floral designs sold from 25c to 40c, for 10 1/2-c and 25c a yard.

8,500 yards White India Linens, 8 1/2-c a yard.

White Shamrock Linen-Finish Suits, and all the rest of white fabrics.

## 600 pieces of English Long Cloth, usually \$1.25, for \$1 a piece of 12 yards.

## Sale of All Linings.

Best 12 1/2-c Colored Bilelin, Monday, 7c.

800 yards of Black Spun Glass Lining, best 12 1/2-c grade, 6 3/4-c a yard.

Short lengths of Lining—lot of 35c Sateens, closing price, 15c a yard.

35c and 40c Black Serge Lining, 10c.

## 10c a Pound Writing

## Paper for 5c.

Several tons of Writing Paper at special prices in the book department.

The usual 15c Paper for 8c.

The 25c Paper for 15c.

The 50c Box Paper for 25c.

## Such an Underwear Store is New in Richmond.

Almost every inch of an entire aisle is filled with them, and yet there is a reserve stock of thousands of garments.

We have kept two Underwear manufacturers busy for nearly four months. We bought all the materials and simply paid them for the work to keep the factories going. Of course this sort of a transaction means an overstock, but it also means that the whole city is justified in coming to Cohen's for Underwear.

There are garments at \$1.25 and \$1.50 of every kind and sort.

The Gowns and Skirts at 70c. If you could estimate how they could be made to sell at \$1, you would have to figure closely.

The styles of all these garments are gotten up by designers that not only draw large pay, but are fully worth it.

Gowns, Skirts, Corset Covers and Drawers at 50c. There are few merchants in this or any other city that would not easily sell these at \$1, nor would you hesitate to pay that for them ordinarily.

Skirts, Gowns, Corset Covers and Drawers at 50c. The Skirt, for instance, is made of Cam-

bric-flounce 9 inches wide, trimmed with a perfect wash lace 3 to 5 inches wide; all the rest are as good values.

3,000 pairs of Lace and Embroidery-Trimmed Drawers, 20c a pair—values 50c to 60c.

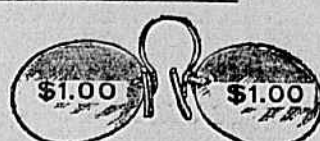
You can buy Corset Covers for 7c and Drawers at 14c. There is every kind and every style of garment, but a full page would not give an accurate description.

88c for Gowns, 98c for Skirts, 98c for Corset Covers, 98c for Chemises, and 98c for Drawers. We have endeavored at this price to produce the best garment that usually sells for \$1.50. Come and see if we have made a mistake.

## THE LADIES' HOME JOURNAL PATTERNS

All the January Patterns are Now In.

### While They Last



Three positive statements made by us concerning the New Optical Department:

1. The lenses supplied are of the finest quality; none better are procurable anywhere.
2. The frames and mountings are of the latest pattern, and have everything necessary to secure comfort and style.
3. No better service can be obtained, as we have a thoroughly competent graduate optician.

A Special Offer on Monday, or while they last:

Gold-filled, rimless Eye-Glasses, including a guaranteed ten year gold-filled mounting, which sells regularly for \$2 without the lenses; these are mounted with the latest pattern sanitary guards and genuine periscope lenses, fitted to your eyes by our optician, all for \$1.

## Waist Patterns and Embroidered Robes

are sent by our European buyer.

Hand-Embroidered Linen Shirt Waist Patterns, embroidered in the new Japanese style, \$3.90.

Most beautiful designs, embroidered in mercerized flounce, the price, \$1.50.

Imported French, combination of embroidery and lace, \$2.50 value, for \$1.19.

Others are 98c.

Embroidered Batiste Robes in white, ponce and colors, \$12.50 to \$15.50.

## Irish Linen for Less Than Half.

A case of Irish Linens was bought at an express sale by our buyer. The regular price on these Waist and Skirting Linens is 45c and 50c. They are white, in various color stripes, including solid pink. Full double width and only 10c a yard.

Main Floor, Rear.

## The Bargain Basement is Open.

There are counters full of almost every kind of stuffs for those that want reliable goods and at most economical prices. Our aim is to place goods there at one-half price.

Yard-Wide Imported Madras, short lengths of 16c grade, 2,000 yards, 6 3/4-c a yard.

New Shirting and Dress Prints, best quality, 4 3/4-c instead of 6 1/4-c.

White Long Cloth and Cambric, yard wide, 12 1/2-c grade, 8 3/4-c.

4,200 yards of Outing Flannel, woven colorings, light styles for negligee wear, 6 3/4-c a yard.

2 cases of Bleached Cottons and Cambric, regular 100 quality, for 6 1/2-c a yard.

## Beddings.

Those who are in a position to buy Bedding now will save at least 50 per cent., and get anything in this line.

10c Elderdawn Quilts, \$6 and \$7.50 ones, \$3.75.

38 Comforts are \$2; the \$1.50 ones 94c.

Usual \$5.50 Blankets, \$3.75.

\$8.50 Blankets, \$5; \$3.75 Blankets, \$2.50.

12c Fine Blankets, 8c.

2,000 Bleached Sheets, the best 75c quality, are 45c each.

Large Double-Bed Sheets, 48c.

Pillow Cases less than ever—contracts made long ago.

Always 12 1/2-c heretofore are now 10c.

Every Bedding want, including Marseilles Quilts at \$1.50.

Others are \$5 Quilts for \$3.50 and \$6 ones for \$4.50.

Crochet Quilts at 65c, and a dozen other grades.

## Reduction in All China-ware.

\$9.75—100-Piece Royal Porcelain Dinner Sets, in a number of new and pretty decorations.

\$10 for 100-piece Gold Stippled Decorated French China Dinner Sets, worth \$25.

\$4.00—12-Piece \$7 White and Gold Toilet Set, with covered soap jar.

\$3.25 for 35 Japanese Vases.

\$2.25 for Quadruple Plate Silver Baking Dish.

98c for \$1.50 Glass Cake or Fruit Baskets, on silver stands.

\$1.50 for set Rogers' 12-Dwt. Silver Fruit Knives.

\$2.50 for William A. Rogers' Quadruple Plate Teaspoons.

85c for \$7.50 Centre-Draught Parlor Lamp, with heavy brass base and fount.

\$1.25 for Nickel Reading Lamp.

75c for \$1.50 Decorated Lamp Globe.

10c for Glass Water Tumbler.

40c a dozen, Engraved Water Tumblers.

75c a dozen, \$1.50 Etched Goblets.

10c—Imitation Cut-Glass Preserve Dishes.

9c—Glass Stamp Plates.

## Quite a Stock of Furs to Be Sold.

We have no desire to carry them over, and some are sold at almost any fabrics, with these special prices:

Handsome neck pieces that were \$19.50, \$17.50 and \$15, will be \$10 Monday.

Fur Pieces at \$1 that were \$1.50 to \$1.98.

Mink Pieces, were \$20, \$22 and \$25, will be sold Monday at \$15.

Squirrel Muffs that were \$5.50 and \$10 will be \$5.

Ermine Throw Scarfs, \$3.50.

Children's Sets.—A lot that were 98c are 50c, and \$2 ones are \$1 a set.

## Laces Never Priced So Little Before.

Allover Nets for evening wear, 45 inches wide, in white or colors, 65c to \$1.25 a yard—much under value.

Allover Point d'Esprit, in white and colors, 45 inches wide, 50c a yard.

Oriental Allover Laces, in hand-like embroidery, 50c a yard.

Thousands of Wash Laces—Wide, Pretty Laces, worth to 13c, a counterful, 10c a yard.

Another counterful of every kind of Edging and Inserting, every piece warranted to launder, 5c a yard.

Linen and Cotton Torchon Laces, a counterful, 3c a yard.

## Thousands of Cakes of Soap

at a quarter their values. A shipment from Cincinnati to New York was wrecked en route. The soap is good as ever. Only at retail.

Highly Perfumed Toilet Soap, 2 for 5c.

10c Medicated Toilet Soap, 2 for 5c.

98c Boxes Toilet Soap, 3 cakes to a box, for 5c a box.

Usual 3 for 25c Witch Hazel Soap for 10c a box of 3 cakes.

Sweet Violet Soap, some 50 gross, 1c a cake.

Best Palm Soap, 2c a cake.

Rose French Toilet Soap, always 25c a box of 3 cakes, Monday, 10c.

Best Indigo Prints, instead of 6 1/4-c, are 4 1/2-c.

Simpson's or Allen's Grey Mourning Prints, 5c.

Domest Flannels, usually 8 1/2-c lengths to 10 yards, 4 3/4-c a yard.

2,700 yards 5c Apron Gingham, 8 1/2-c a yard.

Short lengths of the best Sea Island Percales, in light, medium and dark, also Madras, the usual 12 1/2-c quality, 6 1/2-c a yard.

40-inch Brown Cotton, 6 1/4-c.

## 25c Knit Underwear, 17c

Fleece Underwear for Women and Children—Vests, Pants and Union Suits—25c values, for 17c a garment.

15c Fleece-Lined Underwear for Misses and Children, 10c a garment.

\$1 and \$1.25 Wool Ribbed Underwear, 75c; the 75c grade is 50c; and the 50c grade, 37c.

Boys' Extra Heavy Fleece Shirts and Drawers, 25c.

Infants' Fleece-Lined Wrapper Vests, 5c.

\$1.50 grade of Munnings' Vests and Pants for Women, \$1, and the \$1 grade of Pants for 75c. Not all sizes of either.

## French Underwear.

There is French hand-made Underwear in various styles at our usual small profit prices.

Hand-Embroidered French Gowns, \$5.50.

Daintiest Lingerie Corset Covers, \$3.50.

Chemise and Drawers, \$3.50 each.

Come and see the values we offer in them.

## Among the Basement White Goods.

Finest 45-inch French Lawn and 40-inch India Linen at 12 1/2-c a yard.

16c Plaques, in various styles, 9 3/4-c.

Belrafs Linen-finish White Dress Fabric, 15c a yard.

10c and 12c Checked Nainsook, 7 3/4-c.

8 1/2-c Checked Nainsook, 5 3/4-c.

4,000 yards White Madras and Plaque Cord, 12 1/2-c and 15c grade, 6 3/4-c a yard.

## White Underwear.

Prettiest Cambric Corset Covers, elaborately trimmed with lace and embroidery, 25c and 50c values, for 10c.

Most substantial and best made 50c Gowns are 30c.

A counterful of Gowns, values to 50c, for 20c each.

Two counters full of Muehl Drawers—many are 35c qualities, the price 14c and 10c a pair.

## "THE RUNAWAYS."

### Musical Company Made Decided Hit With Large Audience.

of vrs"ubq(11 oob88 hr hr rtdounnunn "The Runaways" stopped for a day and a night in Richmond, and with George Evans, known to fame as "The Honey Boy," delighted large audiences at both matinee and night performances at the Academy.

The music was catchy, the scenery, costumes and chorus girls were fairly fresh, the funny man was, strange as it

may seem, really funny, and altogether the "Fantastic Musical Comedy," as the play bill had it, made a pleasing impression.

Mr. Evans is very clever—so clever